

# West Nile Virus Educational Project

## Four Corners Health Department

### York, NE

[www.fourcorners.ne.gov](http://www.fourcorners.ne.gov)



#### Post up stands

- Displayed at Veterinary Clinics, four county fairs, infection control meetings, and local health department
- Transmission cycle and mosquito life cycle messages with public health recommendations
- Manufacturer  
<http://www.postupstand.com/products/postupstand.htm>



#### Inflatable Mosquito

- Attention grabbing addition to informational display at fairs and gatherings
- Thirty inches long, health department logo on wings
- Modified umbrella stand and pipe support allows hanging at variable heights
- Manufacturer  
<http://www.jetcreations.com>



#### “Show Your Smarts” Health Jeopardy Game

- Interactive teaching tool used at county fairs
- Family members and friends compete against each other; the team ringing a bell first is allowed to answer a health related question
- Team with most correct answers wins
- Prizes given to all participants
- Categories for 2009 were: WNV, hand hygiene and influenza



### **“Information in a Bag” promotional items**

- Items in small plastic bag given to Health Department Booth visitors at four county fairs
- Flyswatter (logo screen printed)  
Printed by ArtF/X, online order
- WNV prevention information
- DEET towelette packet
- Temporary mosquito tattoo

### **Labor Day Weekend WNV Media Campaign**

- Display ads in four regional newspapers
- Radio Advertising 300 spots
- Message
  - Be careful dawn and dusk**
  - Use approved mosquito repellent**
  - Remove standing water**
  - Wear long sleeves and pants**